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Cap. 2

# FOOD PREVIEW

MAR 11 1957

A summary of the food outlook especially designed to give maximum advance information to food editors to help them plan food features.

U.S. Department of Agriculture  
Agricultural Marketing Service

October 15, 1956  
F P - 2

U. S. Department of Agriculture  
Agricultural Marketing Service

November 19, 1956  
F P - 3

- MEAT: Supplies will continue large in 1957, but will ease a little from 1956's record volume. Most of decline from 1956 will occur during first half of year; late in 1957, meat supplies will run close to levels of late 1956.
- Beef: Small reduction in output is in prospect for 1957. Number of cattle slaughtered expected to equal 1956, but average slaughter weight will be lighter than exceedingly heavy weights during much of this year. Prospects for early 1957 are for a little less beef, and slightly smaller proportion of top grades than in early 1956. Later in year, proportion of fed beef probably will increase over 1956. Veal supplies will be about same as in 1956.
- Pork: Smaller supplies in 1957 than in 1956, until at least early fall. Shorter supply this winter will reflect 8 percent smaller spring pig crop in 1956. Lower output in prospect next spring and summer reflects farmers' intentions to reduce fall (1956) farrowings by 7 percent. Lower farrowing level will continue through first half of spring season, and pork supplies through early fall next year are likely to continue below a year earlier. But in closing months of 1957, pork output will regain rate of late 1956.
- Lamb: Supplies of lamb and mutton in 1957 will nearly equal 1956. Flocks have been maintained at about same size for 2 years, despite prolonged dry weather; expansion in East offsetting cuts in dry areas of West.
- POULTRY: Supplies of eggs, broilers, and turkeys in 1957 are likely to exceed the record levels being established for these commodities in 1956.
- Eggs: To mid-year, egg production will be from a flock about as large as a year earlier, but probably producing at a higher rate. In the fall of 1957, egg supplies are likely to be about same level as for corresponding months of 1956.
- Chicken: Broiler output in 1957 promises to be higher than in 1956. Big swing in industry to highly-organized methods of production. Those methods need high volume to operate efficiently. Commercial broilers make up largest part, by far, of chicken meat supply.
- Turkey: Production in 1957 is expected to exceed the record large crop of 1956.
- DAIRY: Total milk production for 1957 may climb to another new record high, surpassing record output in 1956. Rate of output per cow will likely set another new record next year. Plentiful supplies of milk and dairy products will continue through year.
- DRY BEANS: Supplies of pintos and limas to midsummer somewhat smaller than year ago, but those of both red kidney and pea (navy) beans are substantially larger than year ago.
- RICE: Record supplies available in 1956-7 marketing year (through August), but increased exports will materially reduce large carryover by end of marketing year.



**FRUITS:** With average weather, production of deciduous fruits in 1957 will be about the same as in 1956. Apple output may be moderately larger than 1956; pears not quite as large; fresh plums, California dried prunes, Northwest all-purpose prunes smaller; peaches little smaller. Much larger crops both sweet and sour cherries; grapes about same as 1956; more cranberries; tree nut production nearly as large as 1956.

**Citrus:** With good weather, 1957-8 crops of oranges, grapefruit will likely increase.

**Canned:** Supplies for 1956-7 marketing season about as large as year earlier, with pack close to record output. Much smaller supplies apricots, sweet cherries, red sour cherries than last year; some less apples and applesauce; about as many pears. But record large supplies of peaches, some increase for fruit cocktail. Canned fruit juice less plentiful in 1956-7 than previous year, but adequate.

**Frozen:** Supplies a little larger, through mid-1957, than year earlier. Supplies of frozen fruit juices a little larger than year earlier, with frozen orange juice concentrate up to another new record.

**Dried:** Larger total supply in 1956-7 than previous year. More dried prunes, peaches; raisin supplies smaller, but still ample.

**VEGETABLES:** Acreage planted to vegetables for fresh market in 1957 expected to be close to 1956. First estimates available are for winter (1956-7) crops: Lettuce acreage down one-sixth from year ago, but the decline is in States other than California where acreage is up a little and equal to the 1931 winter season record. (Production from California has accounted for almost three-fifths of winter crop in recent years.)

**Onions:** Supplies little heavier than year earlier through mid-winter; but, from late winter to early spring, supplies probably will be smaller than year ago.

**Potatoes:** This winter and into spring (1956-7) supplies considerably larger, because important fall crop tops previous year by almost 13 percent. Larger supplies from winter crop (this less a factor than storage supplies from big fall crop); Florida and California growers intend planting one-third more acreage than last year.

**Sweet-potatoes:** Larger acreage likely in 1957, and moderately larger crop. In current marketing season, extending to mid-1957, supplies one-fifth smaller than year ago.

**Processed:** Supplies, both canned and frozen, materially larger than year earlier into mid-1957, end of current marketing year. Biggest increases for both canned and frozen sweet corn, canned tomato juice, and sauerkraut. More moderate increases for snap beans, green peas, canned whole tomatoes. Canned tomato products, and most other canned and frozen vegetables moderately to substantially larger supply than year earlier.

# THE *Plentiful Foods* PROGRAM

The U. S. Department of Agriculture, through its Plentiful Foods Program, will support industry campaigns on the following commodities, at the following times:

PORK . . . . .	December 6 to December 15	
BEEF . . . . .	December 27 to January	5
EGGS . . . . .	March 1 to March	31
MILK AND DAIRY PRODUCTS . . .	June 1 to June	30